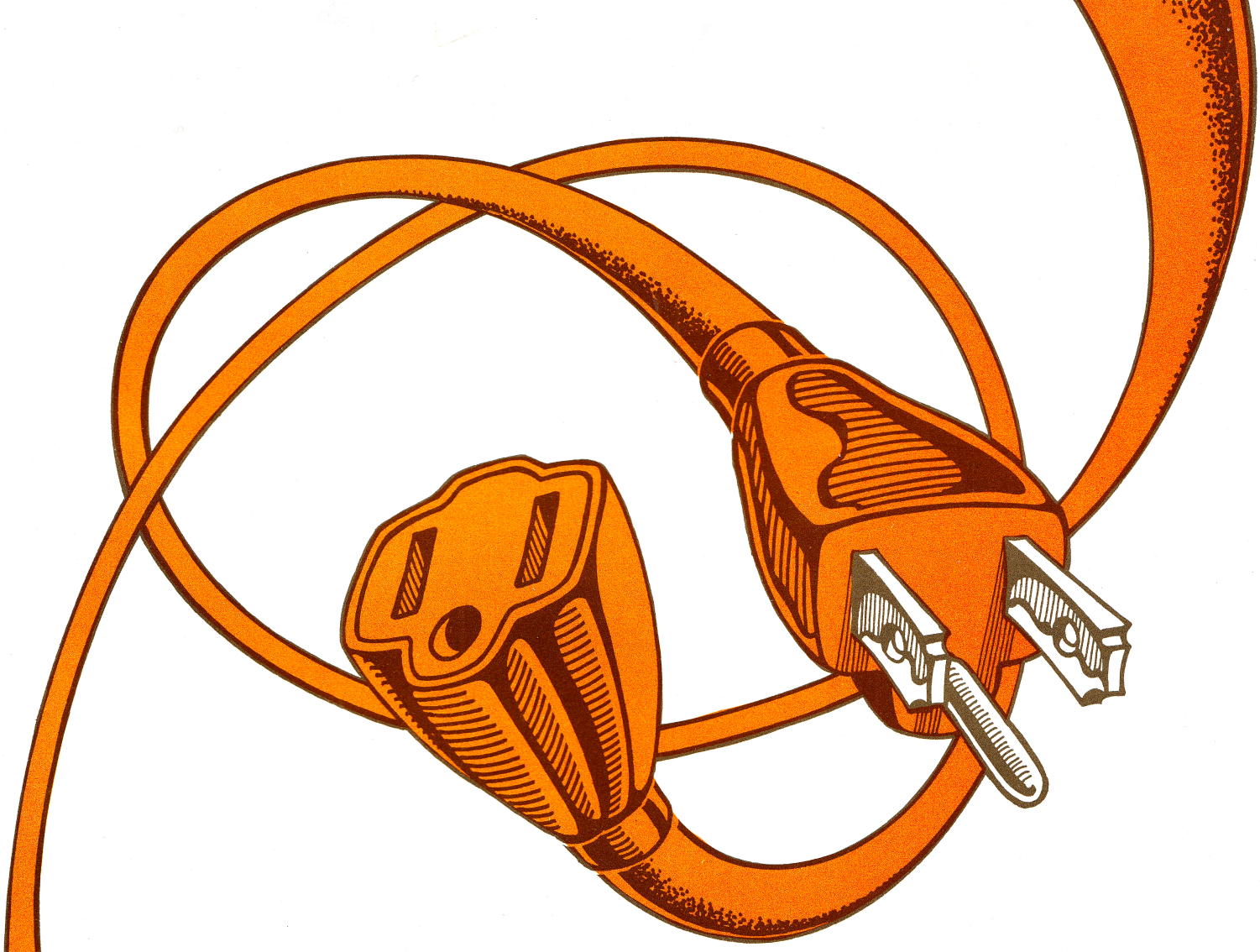
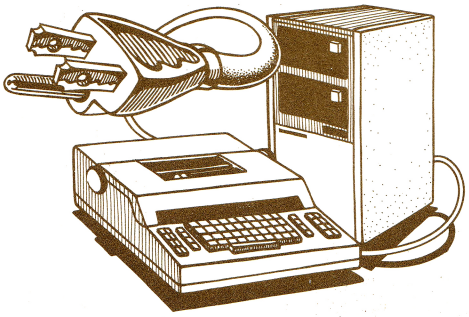


Announcing the marriage of The Word Processor to A Phototypesetter

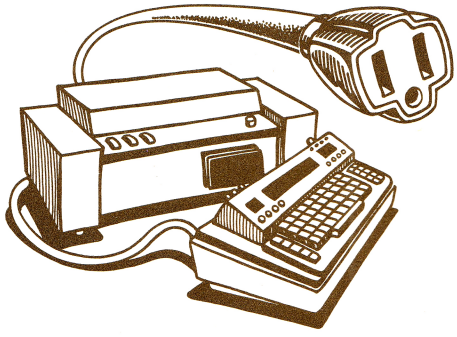
. . . and what it means to people who put out the word.

The Word Processor.



In its simplest form, a word processor is an electric typewriter with a memory. Its power lies in the equipment's ability to store and edit information, so that new (or corrected) data can be entered to provide a finished manuscript. But for people who want to do a truly professional job of putting out the word, the word processor does only *half* of the work. The **input** half.

The Word Composer.

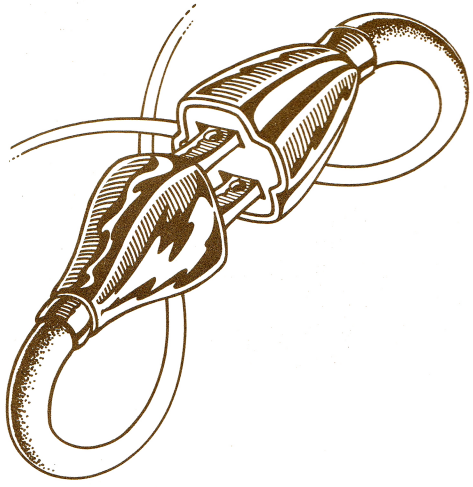


The phototypesetter looks remarkably like a word processor—or a typewriter. But it is, in fact, a Word Composer.

The Word Composer we're talking about is the Model XWP AlphaComp, made by Alphatype Corporation, whose reputation in the professional typesetting industry has long been associated with the highest typographic quality. It is a direct-input phototypesetting system that sets type from 6 to 24 point and prints out the cleanest, sharpest, most distortion-free typeset words you'll see anywhere.

AlphaComp is so simple and easy to operate, anyone who can use a word processor can set professional-looking type with a minimum of training. Thus, the AlphaComp becomes the other half—the *output* half—of a professional system for putting out the word.

The Marriage.



With a hook-up as easy as a simple plug-in, the word processor and the AlphaComp word composer can be married. They become, in effect, *one* machine controlled by *one* operator—the typist at the word processor. And they function as a completely integrated system for putting out *typeset* words of a professional quality.

Take a look at the beautiful results this marriage achieves.

The Results.

Word Processing Input, AlphaComp Phototypesetting Output.

The text you are reading now has been composed on a Model XWP AlphaComp phototypesetting machine. The original composition was typed by an office secretary on a word processor, and was printed out by the AlphaComp Word Composer. The significance of this sample is that we have produced typographic quality text as an *automatic by-product of the original typing* without a single typesetting code being implanted in the word processor text.

In addition to the automatic conversion of typewritten material to typeset, the full range of AlphaComp capabilities now become available to the word processor operator. These include a wide variety of type styles, sizes, special characters and foreign accents that broaden the word processor's versatility. In this sample, we have plugged the AlphaComp directly into the communication mode of the word processor. But it just as easily could have been transmitted over phone lines from anywhere in the world.

This text has been typed by the word processor operator in a flush left mode. Single words, titles, or places that must be underlined on a word processor will be underlined on the AlphaComp or can be automatically changed to *italics* or **bold** face at the discretion of the word processor operator.

This paragraph demonstrates the ability of the word processor to command the mixing of different type faces on the AlphaComp as it is driven on line by the word processor. Paragraph heads and words we want to *emphasize* can be printed in **bold** or larger faces. The finished product will be the best typographic quality at any cost. And it will make your communications look like they **are worth reading and retaining.**

Attractive, professional-looking, easy-to-read printed communications are the primary results of the word processor-word composer marriage. But there's more than just good looks. There are important things like savings. Big savings. Savings of money. Of work. Of time. Sound unreal? Read on.

You Save Money.

A significant percentage of the words you originate must be further converted to a high quality designed product. This work is sent to an outside source for typesetting and printing, because it usually requires expensive equipment and takes a skill you don't have in-house. But by going outside, you lose control of the job, lengthen the turn-around time and increase your cost.

AlphaComp, the Word Composer, offers you alternatives—and savings. Since high quality typographic text is an automatic by-product of the word processor, professional results become an extension of the word processor input. **The typesetting has already been done!** Now the uncomplicated and low-cost AlphaComp typesetter need only be plugged into the word processor to produce sharp, camera-ready type. The savings in time and cost are obvious. In addition, you have complete control of the typesetting phase, and any last minute changes can be easily made. So money isn't the only thing you save.

You Save Work.

The editing capability of word processing equipment makes it ideal for original documentation. But the typewritten document takes twice as many pages than if it were typeset, so you make twice as many plates and double your press time, collating, postage and paper handling.

AlphaComp offers a solution to the paperwork explosion . . . by simply reducing the actual *amount* of work to be processed. AlphaComp typefaces can be selected with the same value in size as the word processor, but the AlphaComp face will place up to *twice* as many characters in the same area.

This is achieved by AlphaComp's finite character, word and line space variations that provide ideal optical "density" of composed text as it's being driven *on-line* by the word processor. The result: *two* pages of typewritten text can be reduced to *one*.

So you've eliminated *half* the paper volume and all the work that goes with it!

You Save Time.

Now, find out how long it takes to get your typesetting done outside. Including the pick-up and delivery. Plus corrections. Plus the inevitable alterations. In terms of time, what kind of control do you really have over your type? Can you get it done by 5 P.M.? Or, on Saturday, if necessary? Maybe this critical time element is where the word processor-word composer marriage would be most important to your company. Remember, when you've typed the manuscript on the word processor, *your job has already been typeset* by the AlphaComp Word Composer.

If your in-plant facility reproduces reports, manuals and other documentation originated on your word processor, you can save *more* time. AlphaComp output can put much more type in a given space without reducing the type size. And, if need be, a smaller type size can be utilized by AlphaComp to meet space requirements. By having AlphaComp reduce the number of originals that go to the in-plant press, you achieve significant time-savings all down the line. Only half as many pages need be printed, collated and bound. And that can be very important when you cut the turn-around time in half on "time-vital" documents.

You Improve Quality.

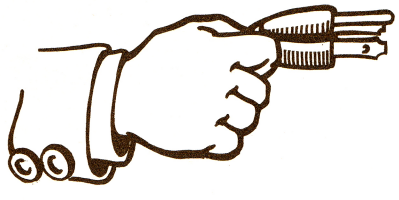
Consider the readability and acceptance of typeset text compared to the typewritten text of a word processor. With AlphaComp, the Word Composer, a wide range of typographic capabilities is available to the word processor operator. Changes in type size and style, justified text, centered copy, flush left and right are all automatic by-products of the word processor-word composer marriage.

Because conventional typing and word processing keyboards are limited in size and style of the type available, you underline when the word should be in italics and CAPITALIZE for headings and emphasis. But now the marriage to the AlphaComp puts you on-line with the finest typographic quality available. Your word processor operator can produce typeset composition to match the best advertising quality. Italics become *italics*. Titles, paragraph headings and **words you want to emphasize** are printed in bold or larger faces. The end result is a high quality, professional text that will increase reading speed and improve comprehension and retention.

Quality composition also means well-justified text. Scan a page of justified copy and notice the "density" of the image. What separates the pro's from the amateurs is the size and consistency of word spaces, especially in narrow measures.

If you can see "rivers of white space" running through the copy, you're looking at typewriter quality. AlphaComp eliminates this by putting advertising typographic standards within the capabilities of your word processor operator. Now you can give those everyday jobs the quality you're used to seeing in your ads. And shouldn't *every* word you put out be presented with the best quality you can give it?

And More



Your AlphaComp Bonus.

AlphaComp is a direct-input phototypesetting system. This means it has its own keyboard and printer which enables you to produce your own typographic quality composition on paper or film.

Take a look at the work within your organization, and you'll find a number of jobs that could be keyboarded directly on the AlphaComp. Moreover, you'll find the output to be the sharpest words produced on any phototypesetting system—at any cost—period. Because AlphaComp is made by Alphatype Corporation whose reputation in the professional typesetting industry proves our primary concern has always been — and still is — the best typographic quality possible.

Today professionalism and appearance are more important than ever. We are all judged by what people see. And AlphaComp is absolutely unsurpassed at making companies look their very best. Part of our ability to show your best side comes from having every type style you could want—so you can choose the one that's perfect for your corporate image, or for any special job you need reproduced. Whatever style or size you select, from 6 to 24 point, you can be sure they will come out beautifully spaced, razor sharp and superbly readable every time.

As another bonus, you'll find the AlphaComp type styles are so inexpensive you can afford a large library, or a special style for a one-time job.

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Plus Convenience and Dependability.

The AlphaComp Word Composer was designed with equal emphasis on technical performance and human engineering. The result is the most professional direct-input typesetting machine there is. And the simplest to set up and operate.

We built a product that produces the best typographic quality by automating all of the components of professional typesetting. Then we applied *human engineering,* so that the people who use AlphaComp would be able to produce the work in less time and cost than was previously imagined.

You'll find the keyboard so familiar, that if your people know how to type, learning the few additional keys will be a snap. Futhermore, no compromises in design mean fewer service interruptions. Just plug it in and start setting beautiful, perfect type. Day, after day, after day.

Call us to arrange a demonstration of AlphaComp. In *your* office, if you like!

AlphaComp Specifications

Printer will accept photographic film or paper. Photographic material is fed from a daylight loading supply package through the printer and into a daylight take-up cassette. Paper or film may be 3, 6 and 8″ width rolls.

Keyboard 6″ H, 17″ W, 12″ D
15 lbs.

Printer 8″ H, 26″ W, 14″ D
100 lbs.

Power Requirements
5 Amp
115±10 VAC 60 Cycle
Regulated voltage supply

AlphaComp by Alphatype

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